

Central Hollywood Coalition  
Sunset & Vine BID Board Meeting

**MINUTES**  
October 14, 2014  
4:00 – 6:00 p.m.  
AMPAS Pickford Center  
1313 Vine Street, Los Angeles, CA 90028

**Officers and Directors Present**

Carol Massie, President, McDonald's Restaurants  
Fabio Conti, Vice President, Fabiolus Cucina  
Elizabeth McDonald, Secretary, The Los Angeles Film School  
Charles Eberly, The Eberly Company  
Brian Folb, Paramount Contractors  
Kitty Gordillo, Hollywood Wilshire YMCA  
Chase Gordon, Avison Young  
Elva Hernandez, Hudson Pacific Properties  
Melissa Logan, Amoeba Music  
Michael Pogorzelski, Academy of Motion Pictures Arts & Sciences  
Fred Rosenthal, Ametron

**Absent**

James Haydu, ex-officio member, SEE-LA  
Arthur Stroyman, Kilroy Realty Corporation

**Consultants**

Ginnie Gallo, Hollywood Property Owners Alliance  
Sarah Besley, Hollywood Property Owners Alliance  
Joe Mariani, Hollywood Property Owners Alliance  
Kerry Morrison, Hollywood Property Owners Alliance  
Devin Strecker, Hollywood Property Owners Alliance

**Guests**

Chris Pearson – Hudson Pacific Properties  
One member of the public

**I. Call to Order**

Carol Massie called the meeting to order at 4:07 p.m.

**II. Public Comment & Introductions**

- Chris Pearson, Hudson Pacific Properties, presented plans for an 18-story, 26,000 sq. ft. building on Sunset at Bronson, which will accommodate retail, parking and commercial office space. Construction scheduled to begin the end of 2016 for this \$108-million property.

### **III. Approval of Board Minutes**

The minutes from the September 9, 2014 board meeting were distributed to the board.

**It was moved by Melissa Logan, seconded by Chase Gordon, and CARRIED to approve the minutes from the meeting on September 9, 2014. Unanimously approved.**

### **IV. Treasurer's Report – Sarah Besley**

- A. **Financial Statements:** Besley provided an overview of the financial statements ending on September 30, 2014. A year-end cash flow statement and detailed monthly statement were distributed to the Board. According to the statement presented, approximately \$109,000 will remain as cash-on-hand at the end of the year.

**It was moved by Fabio Conti, seconded by Chase Gordon, and CARRIED to approve the September 30, 2014 financial statement. Unanimously approved.**

- B. **2015 Budget:** Work will begin on the 2015 budget in the coming weeks. Besley, Gordillo and Eberly will prepare a draft budget for the board to review at the November meeting.

### **V. COMMITTEE & PROGRAM REPORTS**

#### **A. Marketing and Communications – Devin Strecker**

1. **Hollywood & Dine:** Strecker reported that more than 300 guests attended the event on October 2<sup>nd</sup>. Four articles and eighteen links to media hits and blog posts, many of which were aided by Haines & Co., were included in a packet for the board. In addition, Strecker distributed an income and expense report that indicated that net income from the event was \$3,871.49. As was previously approved, the board elected to donate the proceeds from the event to The Center at Blessed Sacrament.

**It was moved by Brian Folb, seconded by Kitty Gordillo, and CARRIED to approve the donation of \$4,000, resulting from the Sunset & Dine event, to The Center at Blessed Sacrament. Unanimously approved.**

2. **Only in Hollywood Newsletter:** Strecker recommended the newsletters for Sunset and Vine and the Hollywood Entertainment District be combined into one, with the "Only in Hollywood" masthead. The transfer would not only provide greater information to stakeholders in both BIDs, but it would also serve to reinforce the Only in Hollywood brand. No objections were raised.

#### **B. Streetscape & Planning Committee – Sarah Besley**

1. **Next Streetscape Committee Meeting:** The next meeting will be held on Monday, November 10, 2014 at 2:30 p.m. at the BID office.

2. **Green Vine Project:** Besley reported that another five (5) trees were recently vandalized. Unfortunately the camera monitoring the area was not operating at the time. BID Security, however, spoke to a witness on Vine Street who had captured the suspect on video. Security and staff will continue their investigation and report back to the board in November.
3. **Hollywood Mobility Summit:** Besley attended a presentation at UCLA by Janette Sadik-Khan, former transportation commissioner for New York City, and currently a consultant with Bloomberg Associates. Sadik-Khan has preliminarily offered to speak at the BID's mobility summit in January. More details to follow.

**C. Security Committee – Kerry Morrison, Joe Mariani**

1. **Public Safety Camera Installation:** Mariani reported that the three (3) repeaters have been installed on the Sunset Media Center. Seven (7) of the nine (9) cameras in Hollywood are now operational and assisting the LAPD, Hollywood Division. Metro Video is working on installing the remaining three cameras over the next one to two months.
2. **Discourage Panhandling:** Morrison reported that a "Donation Station" meeting will be held on October 28, 2014 where between five and seven businesses will serve as a focus group to test this idea. The council district has arranged for the donation of 12 repurposed meters donated with credit card ability. Meters will be sponsored by local businesses and be placed on private property. The Pasadena "Real Change" movement has been operating for 90 days with the monies collected going into a fund matched by the United Way. Hollywood has been invited to piggyback on to their campaign.
3. **Support for County Mental Health Diversion Plan:** Morrison reported that \$2 billion has been approved by the LA Board of Supervisors for a new jail which will include 3,400 beds for mentally ill inmates. Supervisor Mark Ridley-Thomas supports an initiative which calls for the diversion of 1,000 mentally ill people from the criminal justice system into community-based treatment. Morrison presented a draft letter to Yaroslavsky supporting this initiative and asked the board if they would be willing to submit a letter on the CHC's behalf.

**It was moved by Brian Folb, seconded by Charles Eberly, and CARRIED to approve letter to Zev Yaroslavsky. Unanimously approved**

**D. Nominating Committee – Sarah Besley**

1. Committee members Chuck Eberly, Elizabeth McDonald, and Richard Falzone initiated the nomination process by mailing a letter to all BID stakeholders seeking qualified candidates. Seven (7) seats are open in addition to three (3) mid-year vacancy positions. The application was given to those attending. The deadline for applications is October 31, 2014. Morrison suggested that the Board consider amending the bylaws to allow three-year staggered terms to avoid a 50% turnover each year.

## **VI. Staff Reports**

- A. Public Record Requests and Brown Act Inquiries:** Morrison noted that a Hollywood resident, Mr. Alan Riskin, has requested several BID documents per the Public Records Act. The meeting was also being video recorded by Mr. Riskin.
- B. Staff Transition:** Besley reported that due to her husband's part-time relocation to the Bay Area, she will be transitioning from her current full-time position at the HPOA to an independent contractor starting in January. She expressed interest in continuing her work on special projects as time permits. Morrison also indicated that the HPOA will likely hire an additional staff person to assume her responsibilities in the office.
- C. The YMCA Comedy Night Fund Raiser:** Besley advised the board that the YMCA event, Comedy for a Cause, is scheduled for Tuesday, October 21, 2014 at the Laugh Factory, 8001 West Sunset Boulevard. All are invited to join in this fun evening. For ticket and/or sponsorship information contact Kitty Gordillo or visit [hollywood.ymcalo.org/comedyforacause](http://hollywood.ymcala.org/comedyforacause).
- D. Fire Drill Event:** Brian Folb invited the Board to Paramount Contractors and Developers' annual barbecue Thursday, October 16, 2014. Grub Girls will be making the food and parking will be validated.

## **VII. Next Meeting**

Tuesday, November 11, 2014 at 4:00 p.m.

## **VIII. Adjourn**

The meeting was adjourned at 4:50 p.m.